
120.10

Outreach

Overview

Introduction Outreach includes goals and objectives to coordinate activities with other programs serving women, infants and children.

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Outreach Plan for FFY2016

Goals

The goals for outreach activities are to:

- Increase caseload,
 - Increase awareness of the WIC Program among potentially eligible families, and
 - Coordinate WIC services with other programs serving potentially eligible families to improve quality of services, eliminate undesirable duplication of services, and increase access to services.
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Outreach objectives

The outreach plan includes the following objective:

1. **Outreach to Food Pantries.** By July 1, 2016 an outreach plan will be developed by providing an informational webinar about the WIC Program to the Food Bank of Iowa and its partnering agencies.
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In this section

This section contains the following detailed action plans.

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Action Plan 1. Outreach to Food Pantries

Objective	By July 1, 2016 an outreach plan will be developed by providing an informational webinar about the WIC Program to Food Bank of Iowa and its partnering agencies
Purpose statement	Results from an IWIN report for FY2013 showed that 26 families statewide were referred to WIC by food pantries. This same report for FY2014 showed even less families, (16) were referred by food pantries. In general, there are very few referrals from food pantries, and in the last two fiscal years we have seen a decline in the number of this type of referral. Increasing the knowledge food pantries have about the WIC Program will help their staff understand how the WIC Program can benefit many of the families they serve. This will increase the number of WIC referrals food pantries provide and should have a positive impact on participation. These families will also benefit from the additional services that WIC is able to provide.
Action steps	<p>The following activities are planned to meet the objective:</p> <ul style="list-style-type: none"> • By December 1, 2015 determine the contact information for the food pantries. • By February 1, 2016 set the date for the webinar. • By May 1, 2016 determine the content for the webinar, develop the presentation and develop an evaluation survey via Survey Monkey. • By July 1, 2016 present the webinar. • Within two weeks of the webinar, compile the evaluation results from the surveys.
Lead staff	Kimberly Stanek, RD, LD and Nicole Newman, RD, LD
Evaluation plan	<p>Completion of this action step will be evaluated in the following ways:</p> <ul style="list-style-type: none"> • Completion of the action steps as scheduled, • The percentage of attendees of the webinar, • The percentage of surveys complete, and • The summary of the results of the survey.

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Action Plan 1. Outreach to Food PantriesFood Pantries,

Continued

Resources required

The resources required will include the following:

- Staff time to determine contact information of food pantries, develop the webinar presentation, gather and analyze the data, and develop the outreach plan,
 - Use of Zoom to facilitate the webinar and
 - Financial resources for any printing costs associated with the surveys and any materials created as a result of the outreach plan.
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Status Report on Outreach Plan for FFY2015

Action plan 1

To develop an outreach plan for local agencies to use in order to increase the number of WIC referrals healthcare providers provide and increase participation rates.

- By November 30, 2015 a list of OB/GYN offices throughout the state was compiled. Local agencies provided the State office information on two to three OB/GYN offices in their area. The State office asked for offices that currently provide referrals to WIC and for those that do not. Surveying both of these types of offices was done to help determine what works well and what does not regarding WIC referrals. Some WIC Agency areas do not have OB/GYN offices, therefore we increased the number of surveys completed in other areas. All areas of the state were represented, however. State staff contacted these offices to determine whether they were interested in participating in a survey, gathered contact information, and determined how they would like to complete the survey (online or paper).
 - By December 16, 2015, the content of the survey was determined. Survey questions were developed to include information about what OB/GYN knew about WIC, if they have received information about WIC and if how they received the information was helpful, and if they refer clients to WIC.
 - By February 27, 2015, SurveyMonkey surveys were completed. By March 6, 2015, hard copy surveys were completed. We extended the due date out by a week for the clinics completing hard copy surveys to allow time for mailing. Forty-two surveys were sent and twenty-four were completed. A variety of individuals completed the surveys including mostly office managers and nurses as well as other professional staff such as physicians, a social worker, a dietitian, a childbirth educator, and a family support worker.
 - By April 30, 2015 an outreach plan was created based on the responses of the OB/GYN offices. The plan was sent out to local WIC agencies via e-mail and was posted to the WIC Web Portal on July 29, 2015.
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